

FEBRUARY 1958

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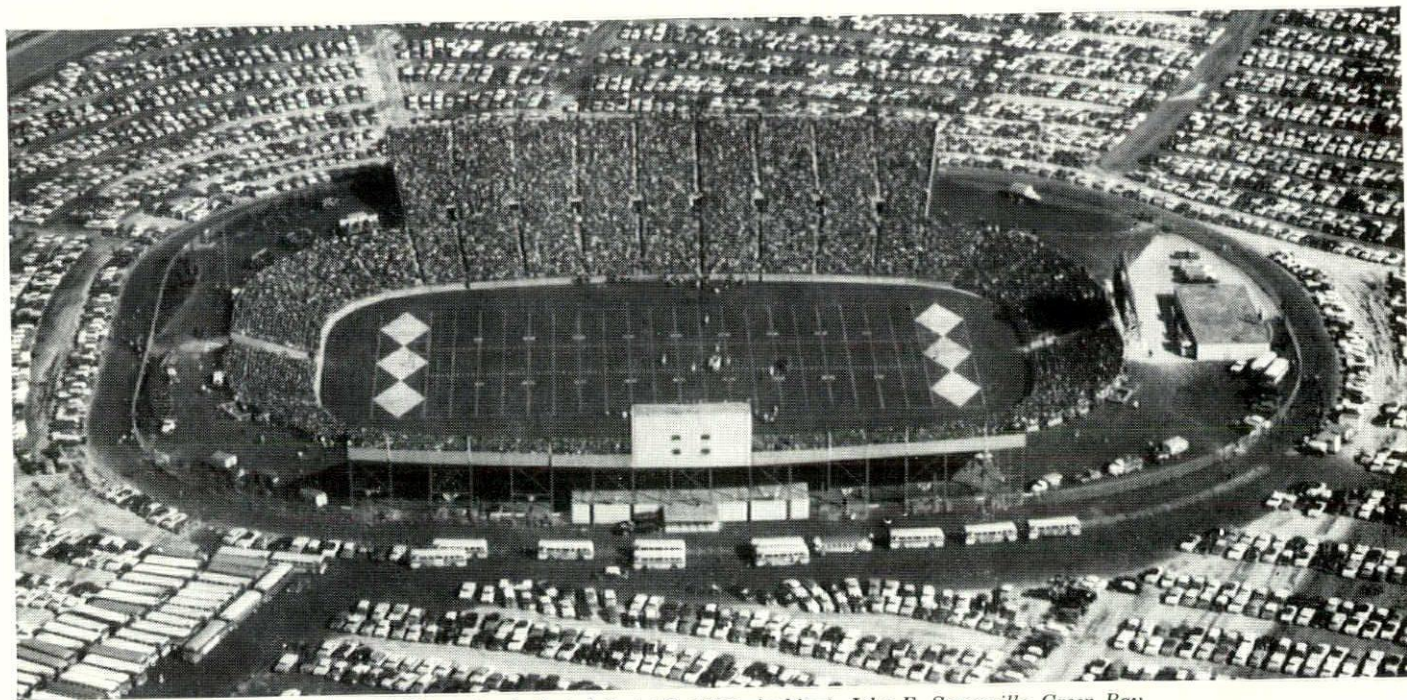
the Wisconsin Architect



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New City Stadium, Green Bay, Wisconsin, dedicated Sept. 29, 1957. Architect, John E. Somerville, Green Bay



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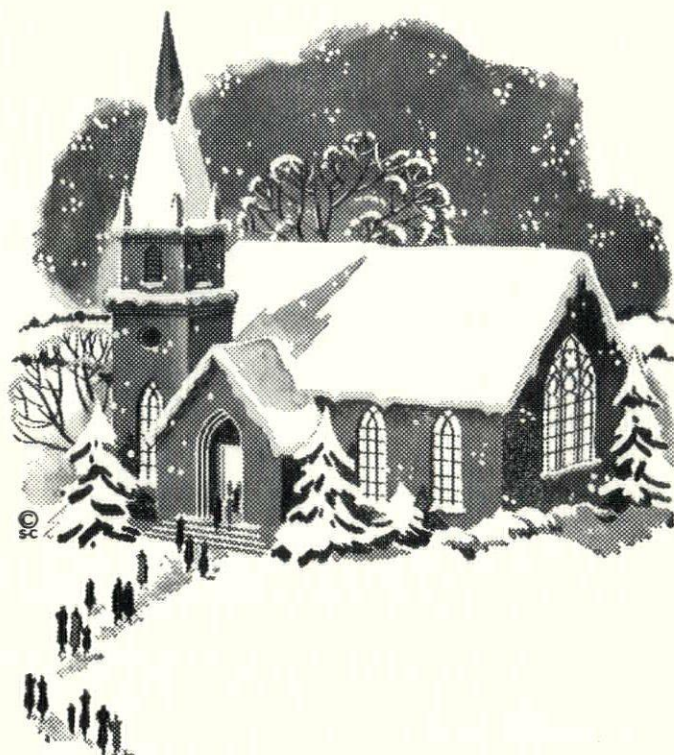
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One of Best Conventions Ever!

Wisconsin Chapter Meets at Madison

"ONE of the best conventions ever!" was the consensus at the close of the annual state convention at Madison on February 12.

The two-day conclave was called to order on Tuesday morning, February 11, by outgoing president, Arthur O. Reddemann whose report summarized the year's activities.

COVER COMMENT

The king is dead! Long live the king! This month's cover shows the Wisconsin Chapter's new leaders, shown shortly after their selection at Madison. From left, they are: Arthur O. Reddemann, Elm Grove, retiring president; Robert Potter, Milwaukee, reelected secretary-treasurer; Joseph H. Flad, Madison, newly-elected president; and John Brust, Milwaukee, newly-elected vice-president.

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Wisconsin Chapter American Institute of Architects

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Among the accomplishments covered, Reddemann cited the service of the Board of Directors and committees, outlined the progress toward the establishment of an architectural school in the state, reviewed public relations activities, and concluded his report with a number of recommendations to the new Board of Directors.

A discussion of the Chapter's stand on Identifying Advertising was included on the agenda of the Annual Meeting. A report on the Committee on Advertising which has been forwarded to the Board of Directors of the Institute will appear in the March issue.

See photos on Pages 10 and 11

Forty-seven exhibitors vied for Certificates of Award for the best displays. Judges Robert Torkelson, Herbert Grassold, Julius Sandstedt, Emiel Klingler and William Kaeser chose Rilco Laminated Products, Inc., as the best exhibit based on esthetic and education value, and layout. Second award went to the combined display of Powernail Company,

Shannon Floor Co., and Protection Products Mfg. Co. Rollin B. Child's Sparta Ceramics booth won the third award.

A capacity crowd of 150 enjoyed "Hospitality Nite" at the Nakoma Country club Tuesday evening. Items on the agenda were cocktails, dinner and a jam session. Madison hospitality received further acclamation from the ladies who attended the luncheon-style show at Manchester's Tuesday afternoon.

Mrs. Vernon Thomson received over fifty architects' wives at a tea at the Governor's mansion on Wednesday afternoon and each one of those present was made to feel truly welcome.

Chairman Maurey Lee Allen had as his committee Robert Torkelson, Nathaniel Sample, Austin Fraser, Carl Gausewitz, William Kaeser, Donn Hougen, Alexander Cuthbert and Robert Sauter.

Word has it that a number of husbands already have received advance reservations from a number of wives for the 1958 convention in Milwaukee!

Capacity Crowd Attends Banquet; Speakers, Seminars Highly Informative

Over 200 persons attended the Annual Banquet at the close of the 1958 convention and heard William W. Caudill predict that Architectural practice is in for a change. Caudill, in his address on "Specifications" for an Architecture forecast that "... architectural practice is destined for activities which will require less drawing and more thinking. The skillful and creative designer as always will remain the key man in the architectural process because a great architecture results from the fusion of creativity with the skill of architectural composition and the technical knowledge of the day."

Caudill, a member of the firm of Caudill, Rowlett and Scott, won his audience with a homey humor and held its attention with an analysis of architecture's future. He cited the need for educational changes and

urged Wisconsin, in thinking about a new School of Architecture, to "consider a new kind of school as well as a new school." He explained: "I hope the program of this new school will recognize that learning to analyze is sometimes as important as learning to do, that finding out what the problem is must precede its solution. I hope that the curriculum will give considerable stress to architectural analysis, that there might even be a major that leads to a degree which would qualify certain students with analytical minds to practice as architectural analysts." On the other hand, the curriculum should give the design major much training in this new phase because there should be no line of demarcation between analysis and design."

Cont. on Page 4

Wisconsin Chapter Meets . . .

From Page 3

Caudill's speech will be reprinted in full in future issues of THE WISCONSIN ARCHITECT.

Jack Train, an associate partner in the firm of Skidmore, Owings & Merrill, addressed the opening seminar Wednesday afternoon on the subject of "Business Administration." He discouraged the use of percentages in determining the fee charged clients, and stated that an established fee schedule was not feasible. Train explained to his audience of 75 architects that his firm determines the fee charged by applying the formula to any given case. By another, more complicated formula, Skidmore, Owings & Merrill, is able to tell the exact percentage of completion of a job.

Train pointed out that while his firm employs 400 persons, he recommends his method for almost any size office; he, himself, has applied it to a four-man operation.

Dr. Richard Dewey, professor of Sociology at the University of Illinois, addressed the Wednesday morning seminar on "Feudal Values, Business Society, and the Architect." He supplemented his talk with a set of color slides to refute the conviction that because a home is old, it is no longer usable or will become slums. The slides showed many old homes of various architectural eras that were in excellent repair and an asset to their surroundings.

Dr. Dewey deplored the emphasis on money and business which has usurped the place of culture in the modern world as power, wealth and idleness symbolized the basic values of the feudal time. Referring to the contemporary world he said, "... business . . . is the prostitution or debasing of the work principle to the profit principle. The ideal of providing a fine object or a needed service to the end that man's life is a better one becomes subordinated to the desire for wealth, power and leisure." He continued "It has become quite correct in our society to select an occupation merely on the basis of the anticipated income. The fact that many of you who hear this statement are thinking 'What's wrong with that?' indicates the low moral standards of our basic institutions."

In one of his closing remarks, Professor Dewey wondered aloud what gigantic public relations job could be accomplished by spending the money spent to advertise deodorants on the educating of the use of an architect.

The final seminar of the convention was conducted by A. L. Buechner, supervisor of school building service for the State of Wisconsin, who traced the history of his department. He noted how, in the early days of its establishment, the department furnished plans for schools, especially the smaller ones whose finances were extremely limited. Even the 300 variations of a one-room school did not fit all requirements and it was then that the department of public instruction, under the supervision of George Watson, began to recommend the use of architects.

Buechner called attention to what he termed the major area of failure to modernize our schools—lighting, and especially, daylighting. He said "We have and continue to perpetuate the common belief that large expanses of glass are all that is necessary for a good visual environment. Direct and indirect glare, solar radiation, family distribution, drafts, etc. and the required, but yet ineffective controls, reflect a serious unsolved problem in this most important area." Other problems which need attention, he continued, include the choosing of sites as related to future expansion, centralized service driveways, separated vehicular and student approaches, wind sheltered entrances, bus loading areas; above ground power lines, poles, transformer, etc.; concern with the view toward the building, but not always from the building, etc. Buchner closed his remarks with a plea that architects use the utmost caution in their statements in discussing the cost of building. "Call attention to the dangers and help bring about the realization that school building costs must in all fairness be related to the expected life of the building and thus a per pupil original cost should be determined on the basis of total pupils served over the expected life of the building," he asserted.

Hi-Lites of Board Meeting

The application of Andrew P. Kreishman for Corporate membership in the A.I.A. was approved and forwarded to the Institute with the recommendation that it be accepted.

Marie L. Langenberg, a graduate of Lawrence College who also attended the University of Michigan, was advanced from Jr. Associate to Associate membership in the Wisconsin Chapter. Other new Associate members accepted were: Albert E. Mey, Milwaukee, a draftsman with Fritz von Grossmann; Meade M. McKinley, Jr., employed by Weiler & Strang, Madison; and Alvin Paul Wenzel, South Milwaukee, who is a member of the staff of Grassold-Johnson & Associates. Jr. Associate members accepted and the firms for which they work are: Richard P. Blake, Grassold-Johnson & Associates, Milwaukee; Frank L. Hayashi, Gausewitz & Cashin, Madison; James P. Pung, Steffen & Kemp, Milwaukee; Ronald O. Novotny, Maurey Lee Allen, and Roscoe P. Thorpe, Gausewitz & Cashin.

Resignations of two Wisconsin Chapter members was accepted—Gustav Figas who is now living in Chicago, and James Zervas who has moved to the West Coast.

The Board voted to address a letter of condolence to the Associated General Contractors on the death of their president, J. Harry Green, who died on February 10.

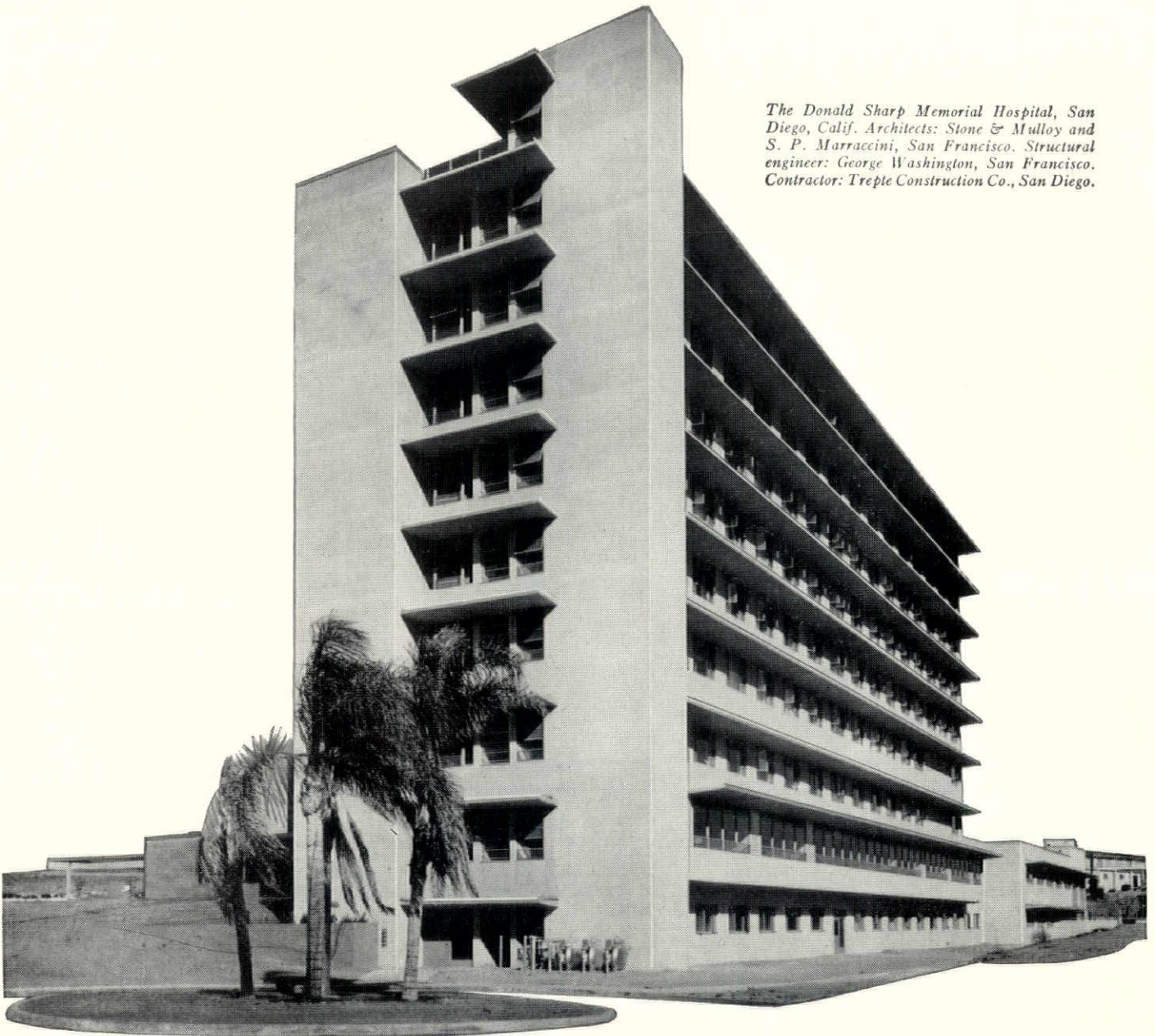
PLEASE!

When members receive telephone inquiries regarding residential work, and they, themselves, are not interested in such a commission, they are requested to refer the caller to an office which does do residential work. It is only common courtesy to the public and a service to the profession. Many people do not know where to start to look for the right man, and you can help. Please do!

The mother lion opened her eyes lazily and saw her young son chasing a hunter around a tree.

"Junior," she called. "Don't play with your food."

The Donald Sharp Memorial Hospital, San Diego, Calif. Architects: Stone & Mulloy and S. P. Marraccini, San Francisco. Structural engineer: George Washington, San Francisco. Contractor: Trepte Construction Co., San Diego.



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These two views of the Donald Sharp Memorial Hospital in San Diego, Calif. show the possibilities of architectural concrete in designing modern hospitals.

This nine-story, 122,500 sq. ft. structure has architectural concrete exterior surfaces, a reinforced concrete frame and flat slab and ribbed concrete floors.

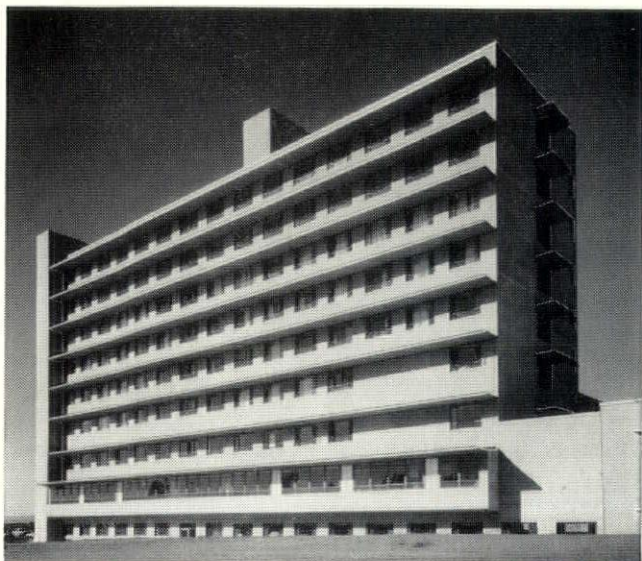
Hospital designers have discovered that architectural concrete offers many advantages, distinctive beauty, rugged strength, unexcelled resistance to the elements, maximum firesafety, long life and unmatched economy.

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McNamee Named Winner Of Drafting Competition

Douglas J. McNamee, of the firm of Mark F. Pfaller Associates, Milwaukee, has been named the first prize winner in the Draftsman Competition sponsored by the Chapter.

He was awarded the prize of \$100.00 at the annual convention banquet last week at the Loraine Hotel in Madison.

Other winners were: Second prize, \$75.00, to Onen J. Wakefield, of Edgar J. Stubenrauch Associates, of Sheboygan; Third prize, \$50.00, to Raimond Juerisson, of Schutte, Phillips and Mochon, of Milwaukee; and Fourth prize, \$25.00, to Ronald O. Novotny, of the Maurey Lee Allen office, of Appleton.

Competition rules required that entrants submit prints of working drawings executed by them in an architect's office during 1957 for an actual building to be constructed. The object of the competition was to stimulate greater interest and pride in the technique of architectural

drafting. Prize money was contributed by the blueprinters of Milwaukee, Madison, Green Bay and Sheboygan and the Wisconsin Chapter, A.I.A.

Judging of the entries took place at the Milwaukee Art Center Thursday evening, February 6. Judges were: Carl J. Rohde, architectural drafting instructor at Boys' Technical High School; Harry Goetz, Manager of the Frederick Post Co., blueprinters; and A.I.A. architects Austin Fraser, Frederick Schweitzer and Wallace Lee, all of Milwaukee.

Following are Honorable Mention Awards: Merle J. Schwartz, Foeller, Schober, Berners, Safford & Jahn, Green Bay; Robert Teegardin, John J. Flad Associates, Madison; Ronald R. Ringer, Larson & Playter, Eau Claire; David H. Lund, Weiler & Strang, Madison; and Jerome L. Fillo, Herbst, Jacoby & Herbst, Milwaukee.

William Wenzler to Study in Europe

William P. Wenzler, A.I.A., Milwaukee, who designed St. Edmund's Episcopal church in Elm Grove, has been awarded a \$1,700 University of Illinois fellowship for six months' study in Europe, it was announced last month.

The church design has created a variety of favorable comment and interest.

Wenzler said that plans for his trip to Europe still were uncertain because arrangement would have to be made with various clients before he could leave. However, he added, he hopes to leave, with his family, about March 1.

His wife and their three children will stay in Frankfurt, Germany, until he makes trips to other European cities to study contemporary buildings, he said. He will study churches and thin shell concrete structures in particular.

Note This! New State Codes Are Available

The new state codes are now available in loose leaf form from the Reviser of Statutes, 321 NE Capital Building, Madison 2, Wis. The cost of the building code is \$2. An "upkeep service" which will be brought up to date until October 1, is an additional \$2. Thereafter, the cost for the "upkeep service" is \$2 annually from the October 1 date.

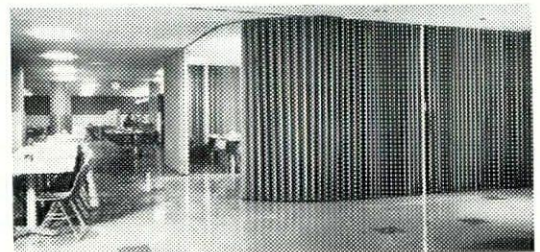
Joseph H. Flad NEW President of Chapter

Joseph H. Flad, Madison, was chosen as president of the Wisconsin Chapter, A.I.A., for 1958 by the new Board of Directors at its first meeting Tuesday, February 12 to succeed Arthur O. Reddemann. He will preside at the next Board meeting to be held in Milwaukee on March 10.

John Brust, Milwaukee, has been named vice-president and Robert Potter, Milwaukee, re-elected secretary-treasurer.

New Board members elected for two-year terms include John Jacoby, Wallace Lee and Fritz von Grossmann, all of Milwaukee. Re-elected to the Board for another term were Flad, Brust, and Karel Yasko. Current members whose terms expire in 1959 are: Potter, Maurey Lee Allen, Frank Shattuck, Robert Hackner, and Mark Purcell. Arthur O. Reddemann will remain on the Board while his successor president remains in office.

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March 1 Is Deadline for Literature Competition

Announcement of the 1958 Building Products Literature Competition was repeated last month by Theodore Irving Coe, Technical Secretary of the A.I.A.

Deadline for entries is March 1, 1958.

HAUESER INSTRUCTS IN COURSE IN DESIGN

With Charles Haeuser, of the firm of Grellinger and Rose, as instructor, the Milwaukee Vocational Adult Schools is now offering a new course in Architectural Design.

The course covers the basic principles of design as applied to architecture. Relations of material to design are studied with emphasis upon their limitations—practical, economic, legal and aesthetic. Contributions of various civilizations to architectural design are also evaluated.

Another aim is to have students develop original designs for modern-day needs.

New Associates Are Accepted

Three new Associate members were accepted at the February meeting of the Board of Directors and three Junior Associates were advanced to Associateship.

The new members include Oscar C. Andersen, Kenosha, who is with Lawrence Monberg & Associates; John Francis Maletz, Menomonee Falls, who began his own practice in 1957; and Maurice Richard Merlau, Milwaukee, a graduate of the University of Michigan, employed by Fritz von Grossmann.

Advancements were approved for Gerald D. Germanson, Madison, a University of Illinois graduate, now with John J. Flad & Associates; Louis J. Selzer, Jr., also a University of Illinois alumnus; and Norman F. Sommers, Eau Claire, a draftsman with Emiel F. Klingler.

The application of Roland C. Kurtz, Milwaukee, for Corporate membership was also approved. His application and a recommendation that he be accepted as an A.I.A. member has been forwarded to the Institute for action.

"These Competitions provide an opportunity to direct the attention of the producers of descriptive building products literature to examples of the type of such literature deemed of informative and technical value to the Architect in the appraisal, selection, and specifying of building products for specific uses," he said.

The increasing interest of the producers of building products literature in these Competitions is reflected in a gratifying improvement in the technical and informative value of much of the literature reviewed

by the Juries of Awards, he added.

Nominations may be made by Institute Chapters and Members simply by forwarding the TITLE OF THE DOCUMENT, and, THE NAME OF ITS PRODUCERS, without fee, to The Technical Secretary, The American Institute of Architects, 1735 New York Avenue, N.W., Washington 6, D. C.

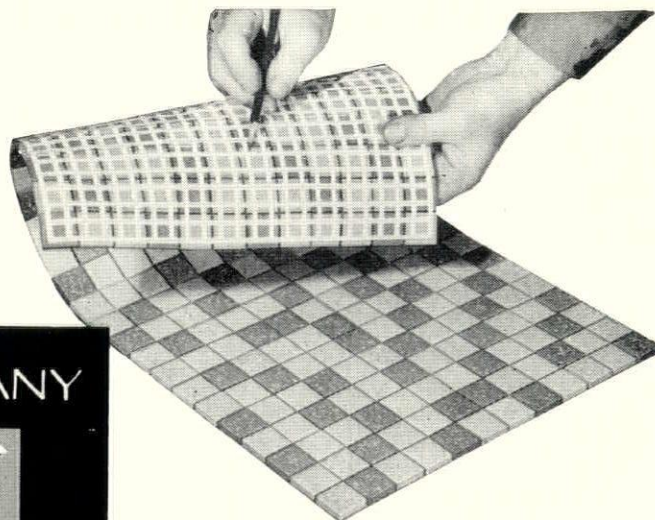
KREISHMAN JOINS DARBY-BOGNER FIRM

Darby-Bogner and Associates, Architects and Engineers, have announced the addition of Andrew P. Kreishman as a partner in the firm.

The announcement was made jointly by Harry Bogner, William D. Darby and Robert M. Mantyh.

Here you see both the back and face of Romany-Spartan Quickset-mounted $1\frac{1}{16}$ " x $1\frac{1}{16}$ " Orsan tile. The thin, perforated backing exposes over 46% of the tile back and 70% of the perimeter to guarantee positive bond with setting bed.

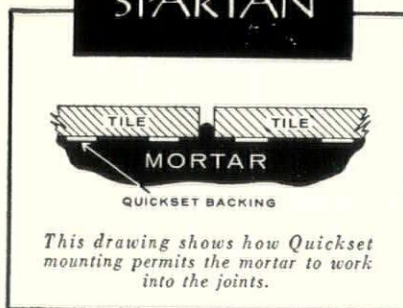
Because face is exposed, Quickset goes down faster with perfect pattern match. Time-consuming removal of paper facing is eliminated.



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Quickset-mounted Romany-Spartan

New moisture resistant backing eliminates sheet distortion, speeds setting, cuts installation cost.

This perforated backing exposes more than 46% of the perimeter, including corners, insures positive bond with setting bed.

Quickset is currently available on $1\frac{1}{16}$ " x $1\frac{1}{16}$ ", $1\frac{1}{16}$ " x $2\frac{1}{8}$ ", $2\frac{1}{8}$ " x $2\frac{1}{8}$ " and combinations of these sizes in Faience, Mosaic, Orsan and Spartex. $1\frac{1}{16}$ " x $1\frac{1}{16}$ " only on Dresden and Drestex. For details, call:

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THE SMALL OFFICE

A few suggestions on the successful operation of a small firm from a man who has conducted one for more than 27 years.

BY HAROLD T. SPITZNAGEL, AIA
SIOUX FALLS, S. D.

WERE I to pontificate on the proper method of conducting the small office practice, I would be rightfully in line for expulsion from the Institute for conceit beyond endurance. I believe it would be best if I were to limit my comments to my own practice rather than to tell you how to run your own office should it happen to be a small one.

An item which I have found to be of interest and should perhaps appeal to others is a new, at least with us, method of presenting a preliminary study of a building to a committee or group. This is particularly adaptable to a church meeting, where there are a great number of people present. The process is relatively simple in that the Polaroid Company has recently come out with a film which permits the production of instant transparencies as contrasted with opaque prints with which I am sure you are all familiar. The kit for the production of the transparencies comes complete with clip type mounting frames and a package with sufficient film for eight exposures at a cost of \$7.95. These can readily be projected in any projector which will show 2¼-inch square slides, such as a very compact unit manufactured by Ansco called Dualset selling at \$39.95.

The advantages of this process are, or should be, apparent to anyone and on many occasions we have worked on drawings as late as 4 or even 5 o'clock in the afternoon, made the transparencies and projected them that evening. The effect can be enhanced by the application of a colored transparency over part of the area which greatly enlivens the projections. I recommend it to anyone confronted with this problem. As everyone knows the difficulty of distributing a number of prints of a project is that it requires but a few moments to have as many discussion groups in progress as there are plans so that it is impossible to get the attention of the committee.

The last of the three suggestions which I have to make has to do with

the problem of specification writing. If your office is like my own, one takes his life in his own hands if he comes within shouting distance of the girl or girls engaged in writing specifications. This portion of the contract documents cannot be prepared until the drawings are nearly finished and as everyone knows the combination of an irritated client and a confused architect, plus a bedeviled stenographer make for hell-fire in its most violent form.

It is common knowledge that large areas of specifications are repetitive and either by the use of standard sheets or the duplication of old stencils can any of the laborious part of the operation be eliminated.

We have found from experience that we like to have a complete set of stencils for every project with the result that there is a never ending problem of re-writing the same thing to preserve the stencil file in its complete form.

In addition to satisfactory performance, I believe that there is still further responsibility on the part of the Architect, and I also regret to admit that this phase of our practice is often either knowingly and intentionally scuttled, or if recognized, the average practitioner avoids facing the facts of life in connection with his practice.

I refer to the position usually taken by the Architect wherein he considers himself to be infallible. He assumes this robe of infallibility and in so doing divorces himself from any errors or mistakes in connection with the construction of the building concluding that these are something that the owner or contractor is subject to but as the Architect, he is completely immune therefrom.

I believe that this lack of assumption of responsibility on the part of the Architect is a weakness which should be recognized and dealt with appropriately. By this I mean that when the Architect makes a mistake he should recognize it being "his" mistake and not attribute it to stupidity on the part of the contractor

or ignorance on the part of the owner.

In my own practice I have never hesitated to face up to blunders attributable to shoddy work. It is, as you know, not easy to face facts, particularly when they are obviously the work of stupidity or carelessness on the part of one of your employees, or, and I hesitate to say it—yourself—but in the long run it is best that this be done and certainly should gain the respect of both the contractor and the client.

During the past year, my structural engineer, in designing a beam for a penthouse apparently confused the time of day with his take home pay in computing the total load of the member, with the result that about six months after the building had been accepted by the owner some unexplained settlement and unexpected cracks developed in the masonry.

While the owner called our attention to the condition he was not particularly concerned and I am certain would have accepted the repointing of the walls if done without cost to him.

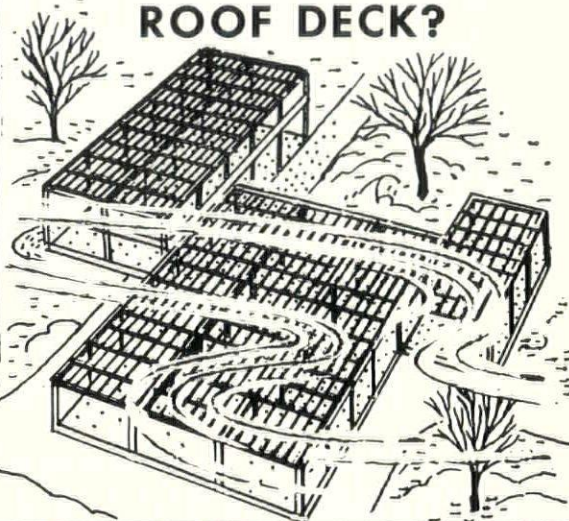
Upon being advised of the condition of the structure, we at once started an investigation and found that not one but two of the beams supporting the penthouse were undersized.

We made a complete investigation of a possible solution and found that the only ultimately satisfactory way to cope with the situation would be to remove all of the exterior brickwork on the penthouse and replace it with some lighter material such as Robertson metal walls or corrugated transite. We restudied the details and ordered the revisions installed by the contractor. In this particular instance the cost of the revisions amounted to \$3,800.00 and I might add represented by far the largest expenditure of this type we have made. The work was completed, there has been no further difficulty and the client never registered a serious complaint either before,

(Continued on Page 12)

concerned about applying a

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Zonatile.... precast concrete slab can
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without moisture problems!

1 PLACE SLABS



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3 APPLY ROOFING IMMEDIATELY!



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Zonatile is precision-made by machine, under strict quality control, to assure perfect uniformity of insulation value and strength. For detailed information, recommended specifications, and "on the job" assistance, write or call our office.

Zonatile is available for immediate delivery

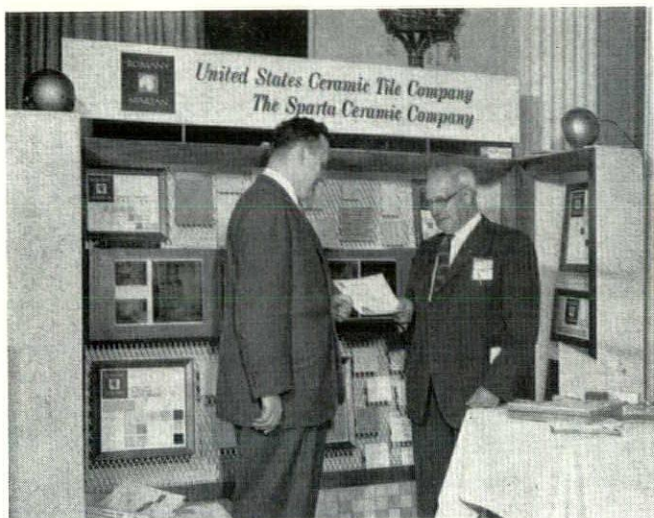
WESTERN MINERAL PRODUCTS COMPANY

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THE CONVENTION in pictures...

NEWS AND VIEWS OF PEOPLE
AND EVENTS THAT KEPT
THINGS MOVING IN MADISON



Rollin B. Child (left) receives his award-winning certificate from Wisconsin Chapter Judge John J. Flad. Child's display on his ceramic tile product was awarded third place among exhibitors by the judges.



Visitors get "fixed up" at the Convention Registration Booth under the capable direction of Mrs. Ruth Hill (left, foreground) executive secretary. Here is where badges, credentials, literature and other information were dispensed.



Here are the winners of the Draftsman Competition, who were given their cash prizes at the Convention Banquet. At right is Douglas MacNamee, of Milwaukee, the winner. Owen Wakefield, Sheboygan, who finished second, is at left.



The ladies enjoyed this feature of the convention. This picture was taken at the style show and luncheon for wives, which was held at Manchester's in Madison.



Judged "best" among exhibits was this Rilco booth. Shown here, the two "staff men" who manned the booth beam at the good news.

William W. Caudill, banquet speaker, gets off a quip during his address to guests at the dinner. More than 200 attended the banquet.



CASHIN IS CHOSEN MADISON PRESIDENT

Robert Cashin was elected president of the Madison division at the group's meeting on Tuesday, Jan. 21. He will succeed Nathaniel Sample. Robert Torkelson was named vice-president, and Harold Ames was chosen secretary-treasurer for 1958.

CONGRATULATIONS!

Leon Gurda has been elected as an Emeritus member of the A.I.A. effective January 1, 1958.

SPEAKERS AID PR PROGRAM IN TALKS

Mark Pfaller, Jr., addressed a group of 40 boys in a Career Day program at Pius High School on February 6. This was one of the continuing efforts of the Wisconsin Chapter to co-operate with vocational guidance programs in the Milwaukee area.

Frederick Schweitzer spoke to 300 members of the Milwaukee Board of Realtors on Monday, February 24. The one-day meeting was held at the Central YMCA. Schweitzer's subject was "The Future of Architecture in Milwaukee."

The Small Office...

From Page 8

during, or since the change was made.

Unpleasant as it may be, I feel that I would have shirked my duty if I did not mention one facet of the architect's practice which probably generates more ill will than the sum total of all the other shortcomings and that is the seeming inability of the profession to provide the client with accurate and dependable cost estimates. I am fully aware of the fact that it is difficult to estimate the cost of a building months in advance of the time that the contract is to be awarded, particularly when you consider that with a complete set of plans and specifications the contractor's firm bid will vary as much as 25%. I personally do not plead immunity from this shortcoming and, if pinned down, I would seek refuge under cover of the Fifth Amendment. The owner's reluctance to accept realistic estimates coupled with the average architect's lack of courage to inform the client or perhaps more accurately to spend the necessary time to prepare such an

estimate, inevitably leads to trouble of nuclear proportions and in time would neutralize the most elaborate and costly Public Relations Program that could possibly be devised.

In citing these problems, I do not particularly wish to expose our stupidity and I merely cite these cases as ones which I think support the fact that the Architect should at all times recognize his shortcomings and be willing to correct situations resulting therefrom without attempting to pin the dilemma on the contractor or owner.

FOUR NEW MEMBERS ARE ELECTED TO AIA

Notification has been received from the Octagon that four members have been elected to the A.I.A., and assigned to the Wisconsin Chapter. They are John F. Bruecker, 4869 N. Elkhart Ave., Milwaukee; Robert P. Torkelson, 4234 Lumley Road, Madison; Roland Kurtz, 2003 W. Capitol Drive, Milwaukee; and Lester Seibert, 2505 N. 97th St., Wauwatosa.

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School Costs . . .

From Page 13

classroom space at reasonable cost, what is the alternative? For most manufacturers it is modular design, an idea which has been used for a full generation by school architects to simplify custom work. This means standardization not of buildings but of building components which can be incorporated in virtually any architectural design."

3. *Money for Schools*, from "Architectural Forum," November 1957. Here is a serious evaluation of present school finance methods.

"The cost of high interest rates should not be minimized, although it is frequently overestimated. On a hypothetical \$500,000 issue of 25-year serial bonds, a difference between 3 and 4% in interest rates could mean a difference of 13% in the total cost over the life of the bonds. But, as steep as the price of money is, inflation can be even more costly. The Federal Reserve Board has figured that even interest rates at 5% until 1965 would not cost so much as a 2½% price inflation each year to that date."

4. *Designing the School Plant as a Learning Environment*, from the "Nation's Schools," January 1957. The changing purposes of education require changes in school design.

Of the six essentials for child growth, five are provided by the modern school. These are discussed as well as the impact of a changing world on education—and the environment of education. The effects of automation, speed of travel, population increase, television, etc., on education and school design will be significant. "Education is the greatest power that man has to change his own environment, to improve his own living conditions, and our concern should be to give the child the utmost of this power to improve the world in which he will live."

5. *The Individual School*, from "Architectural Record," April 1956, shows how attention to detailed requirements keeps standards up and costs down.

"The big battle is always to keep cost of construction within bounds. Construction entails a large capital outlay, all at one time. The cost of operating and maintaining a school bulks large over a span of years, but it is paid piecemeal and besides

it lies in the future. The reduction in maintenance and operating costs, the success of the school's functioning, that might be improved by a little more money initially spent here or a few more square feet provided there, seldom count for much when bids are being received. At that moment one would think the architect was to rob the community purse, when actually in a fair appraisal of school building costs he has something to be proud of."

6. *The New High School*, from "Architectural Record," October 1955. A discussion of the growing idea of subdividing the large high school into smaller units more manageable, more human, more stimulating and less frightening than the monument we built in 1929.

7. *Schoolhouse Economy Forum*, from "Architectural Forum," October 1953. A distinguished panel of architects, engineers, school consultants, public representatives, government, city and state school officials agreed on ten major ways to stretch the schoolhouse dollar. Among the recommendations:

(a) Larger administrative districts to spread the tax base; (b) Long-

(Continued on Page 15)



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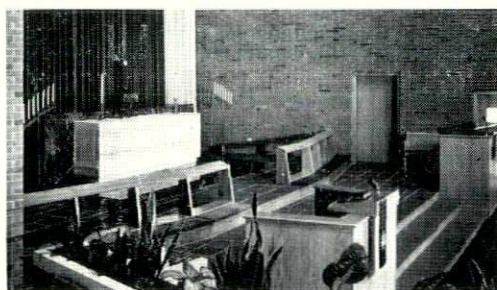
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School Costs . . .

From Page 14

range planning to reduce the high cost of land acquisition; (c) Better programming to make classrooms do a full day's work; (d) Restudy of the building to see what can be subtracted and added; (e) Intensive use of nonclassroom facilities to save square footage; (f) Careful study to bring mechanical equipment in line with need; (g) Revision of obsolete codes to protect, not exploit, the child; (h) Standardization without loss of self-respect—not stock plans; (i) Professional know-how to solve each school's differing problems; (j) Imaginative financing, to gain the easiest, biggest saving of all.

8. *Fifty Ways to Schoolhouse Economy*, from "Architectural Forum,"

October 1953. Wide-ranging ideas, the collective recommendations of the same experts (see above).

"Remember our children are the purest gold we have, and no economy is real that tarnishes their chance for a magnificent future. The future of these children is America's future."

9. *Stretching the School Building Dollar*, from American Association of School Administrators. Several means by which schools can get greater mileage out of the dollar.

10. *The Stolen Years*, from "School Life," November 1957. A discussion of the effect on 1.5 million children who last year were forced to occupy crowded and inadequate quarters and 840,000 who could attend less than a full day of school.

11. *Use the Schools the Year Round?* from "Changing Times, The Kiplinger Magazine," April 1956. A

discussion of why schools that have tried year-round use have given it up.

12. *Where's the Money Coming From?* from "The NEA Journal." An analysis of our unequal tax structure, and plea for national policy for public school financing.

13. *How Large Are Our Classes?* from "The NEA Journal," October 1957. A report on the size of classes in urban school systems.

14. *The School Building Situation*, from "The School Executive," November 1957. A report on the ability vs. national willingness to build needed schools now.

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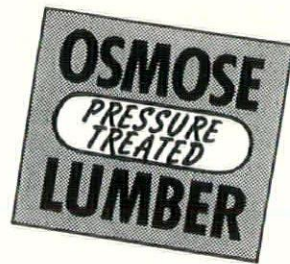


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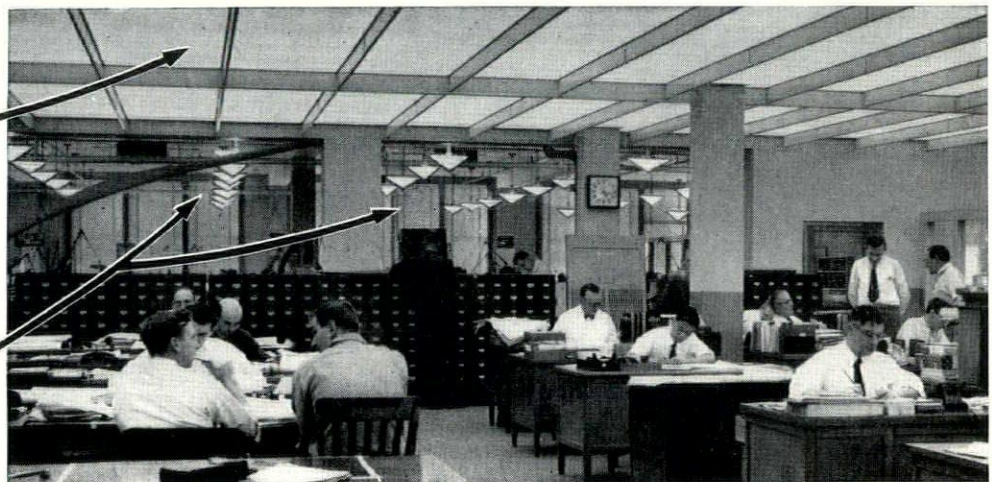


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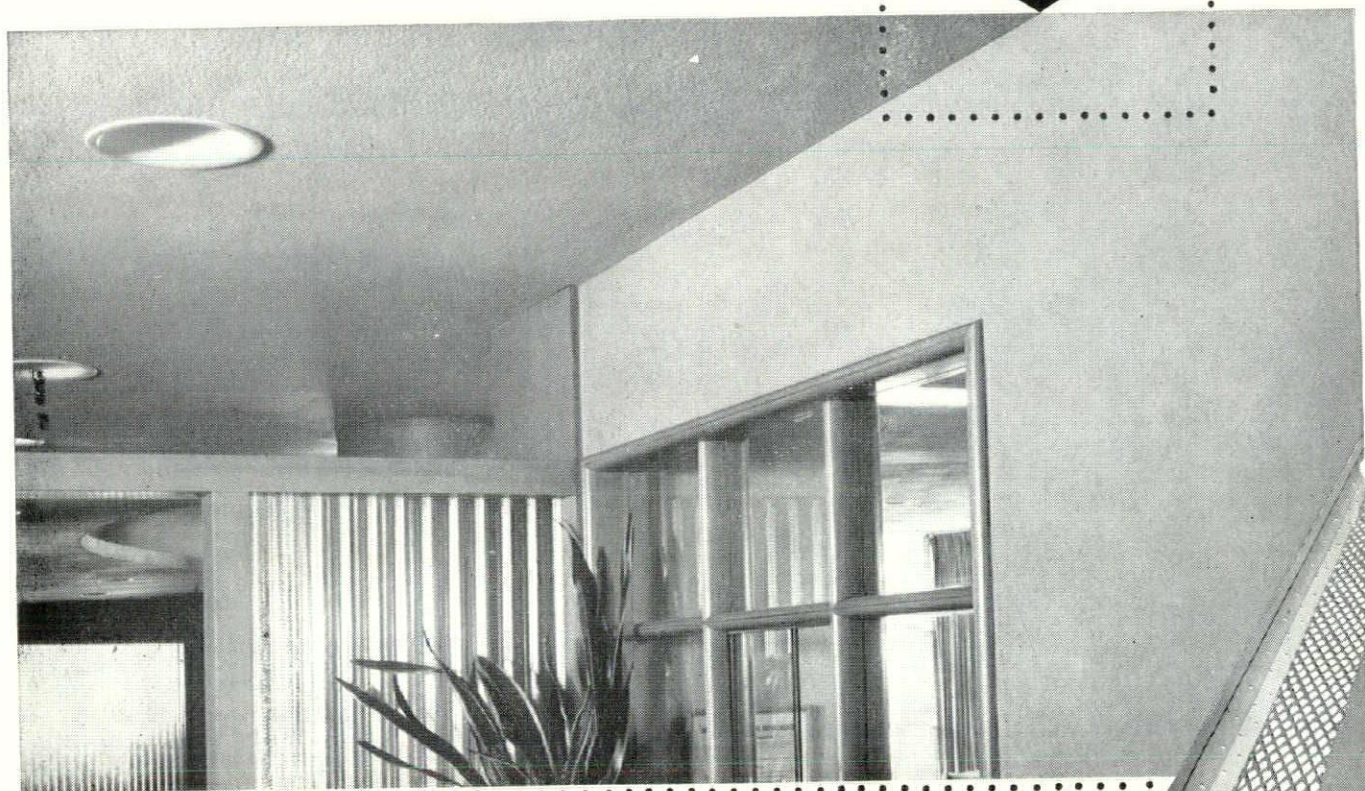
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